CLAIMS

What is claimed is:

1. A method comprising:

   inserting a trigger into a program, wherein the trigger comprises a predetermined

   criteria;

   broadcasting the program comprising the trigger;

   transmitting the trigger based on the predetermined criteria;

   detecting the trigger based on the predetermined criteria; and

   displaying a website corresponding to the trigger.

2. The method of claim 1, wherein the inserting the trigger into a program comprises

   inserting the trigger into the content of the program.

3. The method of claim 1, wherein the trigger comprises an audio trigger, wherein

   the audio trigger comprises audio tone sequences.

4. The method of claim 1, wherein the trigger comprises a video trigger, wherein the

   video trigger comprises the audio tone sequences and video motion sequences.

5. A method comprising:

   providing web content relating to a broadcast program;

   providing a trigger event for a web device in the form of an audio tone sequence

   associated with the web content; and

   causing the web device, located sufficiently close to a receiving device to detect

   the audio tone sequence when emitted by the receiving device, to retrieve

   and present the web content concurrent with the presentation of the

broadcast program by the receiving device by embedding the audio tone sequence into an audio feed of the broadcast program.

6. The method of claim 5, wherein the web device comprises a web tablet.

7. The method of claim 5, wherein the web device comprises a computer system.

8. The method of claim 5, wherein the receiving device comprises a television.

9. A method comprising:

monitoring audio output of a receiving device, that is receiving and presenting a broadcast program, for a trigger in the form of an audio tone sequence;

in response to detecting the trigger, determining a uniform resource locator (URL) of web content associated with the broadcast program based on the audio tone sequence; and

synchronizing the web content to the broadcast program without the need for user action by automatically retrieving and presenting the web content simultaneous with the presentation of the broadcast program.

10. The method of claim 9, wherein the presenting the web content comprises diversified presentation of the web content based on a predetermined criteria comprising time-based diversification and location-based diversification.

11. The method of claim 9, further comprising terminating the presentation of the web content based on the predetermined criteria.

12. A device interaction system comprising:

a broadcaster to embed a trigger into a program;

a multimedia device to transmit the trigger; and

a web device to display a website corresponding to the trigger.

13. The device interaction system of claim 12, wherein the broadcaster is further to broadcast the program along with the embedded trigger to the multimedia device.

14. The device interaction system of claim 12, wherein the broadcaster comprises the following: a television network, a radio network, a cable provider/operator, a local broadcaster, a satellite system provider, and a content recorder.

15. The device interaction system of claim 12, wherein the multimedia device is further to receive the program embedded with the trigger from the broadcaster.

16. The device interaction system of claim 12, wherein the multimedia device comprises the following: a television, a radio, a computer, a CD player, a cassette player, and a DVD player.

17. The device interaction system of claim 12, wherein the web device is further to detect the trigger transmitted by the multimedia device.

18. A method of trigger analysis comprising:

   inserting a trigger into a program, wherein the trigger comprises parameters;

   monitoring the program to detect the trigger;

   detecting the trigger;

   translating the trigger into a corresponding URL;

   displaying a website corresponding to the URL.

19. The method of claim 18, further comprising broadcasting the program containing the inserted trigger.

20. The method of claim 18, wherein the monitoring the program to detect the trigger comprises recognizing the parameters of the trigger.

21. The method of claim 18, wherein the detecting the trigger comprises matching the recognized parameters of the trigger to predetermined parameters.

22. The method of claim 18, wherein the translating the trigger into a corresponding URL comprising:

   translating the trigger into a code;

   translating the code into the corresponding URL.

23. A machine-readable medium having stored thereon data representing sequences of instructions, the sequences of instructions which, when executed by a processor, cause the processor to:

   insert a trigger into a program, wherein the trigger comprises a predetermined criteria;

   broadcast the program comprising the trigger;

   transmit the trigger based on the predetermined criteria;

   detect the trigger based on the predetermined criteria; and

   display a website corresponding to the trigger.

24. The machine-readable medium of claim 23, wherein the trigger comprises an audio trigger, wherein the audio trigger comprises audio tone sequences.

25. The machine-readable medium of claim 23, wherein the trigger comprises a video trigger, wherein the video trigger comprises the audio tone sequences and video motion sequences.

26. A machine-readable medium having stored thereon data representing sequences of instructions, the sequences of instructions which, when executed by a processor, cause the processor to:

insert a trigger into a program, wherein the trigger comprises parameters;

monitor the program to detect the trigger;

detect the trigger;

translate the trigger into a corresponding URL;

display a website corresponding to the URL.

27. The machine-readable medium of claim 26, wherein the sequences of instructions, which when executed by the processor, further causes the processor to broadcast the program containing the inserted trigger.

28. The machine-readable medium of claim 26, wherein the monitoring the program to detect the trigger further causes the processor to recognize the parameters of the trigger.

29. The machine-readable medium of claim 26, wherein the detecting the trigger further causes the processor to match the recognized parameters of the trigger to predetermined parameters.

30. The machine-readable medium of claim 26, wherein the translating the trigger into a corresponding URL further causes the processor to:

translate the trigger into a code;

translate the code into the corresponding URL.